

Roplast Industries Assists Grocers to Reduce Front-End Packaging Costs  
in an Environmentally Responsible Way

## THE BRING BACK BAG®

The Roplast BRING BACK BAG® program provides our customers with an attractive, multiple use bag while reducing front-end packaging costs. The two styles of Bring Back Bags, the *Soft Loop Handle* and the *Wave Top*, can be designed to meet the specific requirements of each customer. Roplast offers a variety of sizes, custom film blends and colors, as well as high quality multi-color printing.

### BRING BACK BAG ADVANTAGES FOR STORES & CUSTOMERS

- Stronger handles than paper sacks or thin T-shirt bags eliminate the need for double bagging
- Waterproof plastic bags carry heavy beverages and frozen foods safely
- Durable construction enables customers to use bags multiple times
- Excellent reproduction of quality graphics enhances your store's image
- Effective promotion vehicle for co-op advertising, on-bag coupons or announcements promoting community events
- By selling the Bring Back Bag, you convert a supply item into a potential profit center
- Environmentally friendly: reusable and recyclable; printed with water-based inks without heavy metals
  - Up to 35% Post-Consumer Resin content can be used without sacrificing strength and/or integrity
  - Biodegradable, compostable bag meeting ASTM D 6400 available as an option
  - Convenient: easy to display and easy to pack



RESPONSIBLE MANUFACTURER OF QUALITY POLYETHYLENE FILMS & BAGS

## A SUPPLY COST INTO A PROFIT CENTER

Many grocery stores are successfully marketing Bring Back Bags to their customers. After purchasing the bags, customers reuse them several times (five or six is not uncommon) on subsequent trips to your store. Revenue generated by your selling the bags can more than offset their cost, converting a supply cost to a potential profit contribution. And, for each time the bag is reused in your store, you are saved the expense of providing a supply item carryout bag.

## STRONG AND DURABLE

Roplast Bring Back Bags are manufactured from linear low density, low density and medium density polyethylene films that are custom blended by Roplast to provide strength, stiffness and durability, as well as excellent printing characteristics. Customers report the Roplast Soft Loop Handle and Wave Top carryout bags are filled with more grocery items and heavier loads than are paper or other plastic bags of comparable size and volume. Roplast's waterproof plastic bags provide safe passage for frozen food, heavy beverage containers and other moisture prone grocery items that result in the expensive practice of double bagging when using paper sacks.

**Note on Film Specifications:** Please refer to the Roplast Film flier for more detailed information pertaining to color, density and other capabilities.

## HIGH QUALITY GRAPHIC REPRODUCTION

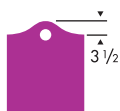
Roplast's multi-color printing of your store's name, logo and advertising message gives the Bring Back Bag a high quality appearance that projects a positive image of your company. Each bag becomes an effective billboard to promote your image and message. The bags can also be used as an attractive, full color medium to announce special store promotions, community events, or to promote seasonal or holiday themes.

## FLEXIBLE PACKAGING FOR GROCERY BAG APPLICATIONS

Roplast's Bring Back Bag styles are illustrated here. The Soft Loop Handle is manufactured from unigauge film, while the Wave Top is created from a thick/thin film, a major Roplast product line. For handle strength and support, the Wave Top bag is thicker in the handle area than the body of the bag, normally by a ratio of 2:1.

**Note on Gusseted Bags:** The gusset dimensions refer to the gusset lay flat. To determine the gusset face dimension, simply divide in half. For example, a gusset of 6" is equal to a face of 3".

**Note on Wave Top Bag:** The length dimensions are to the top of the bag. Wave Top styles have a 3.5" distance from the shoulder to the top of the handle.



## CUSTOMIZED FOR YOUR STORE

You can reduce your plate costs by using Roplast stock designs. Or, you can use Roplast's art and design service to assist you with the generation of custom designs unique to your store. Roplast produces a wide range of bag sizes and film finishes such as matte, gloss, frosted, and pearlescent. Our top quality presswork ranges from one to eight colors/two sides in various combinations (65 line screen) on the Wave Top and one to six colors/two sides (120 line screen) on the Soft Loop Handle.

**Note on Print Specifications:** Please refer to the Roplast Print Capabilities flier for more detailed information pertaining to color, line screen, trapping, and other specifications.

## THE BAG FOR LIFE®

The Bag For Life® concept, common in several European countries, is now becoming popular in the U.S. The customer purchases the initial Bring Back Bag from the retail grocery store. When the bag is no longer usable, the customer turns it back to the store for a new replacement at no charge. The customer's multiple uses of the bag more than offset the store's cost of the replacement bag. This practice also has the environmental benefits of reducing both material usage and solid waste.

## ROPLAST SALES SERVICE

The Roplast Sales Service Department has earned its excellent reputation for personalized service unrivaled in the industry. Sales Service fills the role as liaison between the customer and Roplast's manufacturing and shipping departments. This assures prompt and accurate communications as each order is processed through the plant.

For more details, a Bring Back Bag presentation is available on our web site. To learn more about Roplast's manufacturing capabilities, or to request a price quotation, contact Roplast by:

tel 800.767.5278 | fax 530.532.9576  
grocery@roplast.com



### Soft Loop Handle

This style comes with or without a fold-over top. Superior high gloss print on LLDPE or MDPE film makes this an attractive paper shopper replacement.

Large: 18.5" x 16" + 9" bottom gusset, 2 mil  
Small: 17" x 16" + 7" bottom gusset, 2 mil



### Wave Top

Economical standard or heavy-duty gauge, thick/thin bag with a round die-cut handle. Wave top configuration creates a 15%-25% larger opening for easy loading of merchandise. In re-use, it will outlast any paper or T-shirt bag. 19.25" x 19" + 8" bottom gusset, 2.5/1.75mil



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